

Amendments to the Claims

1-9. (canceled)

10. (currently amended) A method for providing channel tracking information to providers, comprising the steps of:
enabling [[the]] a provider to access a web site using a password protected mechanism; and
displaying subscriber and usage information relating to the provider.

11. (original) The method of claim 10, wherein said subscriber information includes one or more of the number of users that are currently subscribed to a channel, the number of users that subscribe to the channel via default placement, featured placement, or access from a subscriber's own web site, the number of users who actually use the channel, information regarding the usage of the channel, trend information, zip codes, email addresses, and home addresses of the subscribers, and the type of devices used by the subscribers.

12. (original) The method of claim 10, wherein said usage information includes one or more of the number of people actively using the channel and the time period of use, wherein usage information is characterized according to one or more of geographic location of users, device type of users, and method of access by users.

13. (original) The method of claim 10, wherein said channel tracking information is displayed in the form of a canned report.

14. (original) The method of claim 10, wherein said channel tracking information is displayed in a form defined by the provider.

15-27. (canceled)

28. (currently amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic enabling channel tracking information to be provided to providers, said control logic comprising:

enabling means for enabling a processor to enable [[the]] a provider to access a web site using a password protected mechanism; and

displaying means for enabling a processor to display subscriber and usage information relating to the provider.

29. (original) The computer program product of claim 28, wherein said subscriber information includes one or more of the number of users that are currently subscribed to a channel, the number of users that subscribe to the channel via default placement, featured placement, or access from a subscriber's own web site, the number of users who actually use the channel, information regarding the usage of the channel, trend information, zip codes, email addresses, and home addresses of the subscribers, and the type of devices used by the subscribers.

30. (original) The computer program product of claim 28, wherein said usage information includes one or more of the number of people actively using the channel and the time period of use, wherein usage information is characterized according to one or more of geographic location of users, device type of users, and method of access by users.

31. (original) The computer program product of claim 28, wherein said channel tracking information is displayed in the form of a canned report.

32. (original) The computer program product of claim 28, wherein said channel tracking information is displayed in a form defined by the provider.

33-36. (canceled)

37. (new) The method of claim 10, further comprising:
enabling the provider to pay a fee to receive a password to access the password protection mechanism.

38. (new) The computer program product of claim 28, further comprising:
enabling means for enabling a processor to enable the provider to pay a fee to receive a password to access the password protection mechanism.

39. (new) A system that provides channel tracking information to providers, comprising:

a server that maintains a website that is accessible using a password protected mechanism; and

a storage system that stores channel tracking information relating to providers, wherein the channel tracking information includes subscriber and usage information;

wherein a provider is enabled to display the subscriber and usage information relating to the provider by accessing the password protection mechanism of the web site.

40. (new) The system of claim 39, wherein the subscriber information includes one or more of the number of users that are currently subscribed to a channel, the number of users that subscribe to the channel via default placement, featured placement, or access from a subscriber's own web site, the number of users who actually use the channel, information regarding the usage of the channel, trend information, zip codes, email addresses, and home addresses of the subscribers, and the type of devices used by the subscribers.

41. (new) The system of claim 39, wherein the usage information includes one or more of the number of people actively using the channel and the time period of use, wherein usage information is characterized according to one or more of geographic location of users, device type of users, and method of access by users.

42. (new) The system of claim 39, wherein the channel tracking information is displayed in the form of a canned report.

43. (new) The system of claim 39, wherein the channel tracking information is displayed in a form defined by the provider.

44. (new) The system of claim 39, wherein the server enables the provider to pay a fee to receive a password to access the password protection mechanism